SUITE OF CONNECTORS
E-COMMERCE

SHOPIFY CONNECTOR PLUG AND PLAY

Pull Shopify data and integrate it into your Data Warehouse or Power BI directly

Seamlessly access and consolidate data from Shopify with data from additional e-commerce platforms, paid advertising and marketing automation channels, and web analytics tools to quickly understand your shop's sales and your customer buying behaviour. Bridge the gap between the data you need, and the dashboards you use without worrying about the implementation.

| Do you need to integrate Ecommerce data from different platforms? | Are there metrics and KPIs you need and don't see in the Shopify Portal? | How can you access hidden data from Shopify, integrate it into your BI ecosystem, and visualize it with Power BI? |

Source → Shopify connector → Data Warehouse → Power BI

Shopify stores and collects more data UNDERNEATH than what you can access through their portal.

As a Shopify customer, you already have access to some prebuilt dashboards and KPI within the Shopify platform. They are useful to analyze ONLY Shopify data, actually, SUBSETS of it.

· *What about specific metrics?*
· *What about integrating your data with data from additional e-commerce platforms, multichannel distribution, paid advertising, marketing automation channels, and web analytics tools?*

For the information to be useful, everything must be accessible and integrated.
Here is where our Connector comes into play

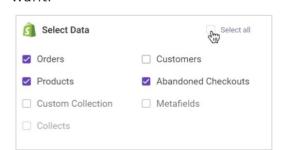| Access all your data fields and uncover hidden KPIs | Consolidate and integrate the Shopify Data you really want with other data sources |
| Prebuilt dashboards and KPI are not enough. Their data is limited, so is what you can do with it | Create custom dashboards with Power BI |

AUTOMATED INTEGRATION

The Shopify connector can provide you with a range of Shopify integration scenarios to streamline essential eCommerce processes and synchronize associated data. Your data will be ready to use in your data warehouse or Power BI directly.

Real-Time Data Access. Live access to Shopify data. Support a new era of real-time analytics.

DATASET FLEXIBILITY

Choose the datasets and fields you want.

Select Data   Select all
☑ Orders   ☐ Customers
☑ Products   ☑ Abandoned Checkouts
☐ Custom Collection   ☐ Metafields
☐ Collects

Get access to a wider range of fields, tables, and data from Shopify and integrate it into your data warehouse or Power BI directly.

FULL METADATA DISCOVERY

The Shopify Connector exposes rich metadata, critical for automated data exploration and discovery, and delivers metadata information based on established standards that allow Power BI to identify data fields as text, numerical, location, date/time data, and more, to help generate meaningful charts and reports.

CONNECTORS ALSO AVAILABLE FOR

Magento   SAILTHRU   KLAVIYO   AdRoll